



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**417<sup>th</sup> BSB - Kitzingen  
Germany**

# BRIEFING OUTLINE

417<sup>th</sup> BSB - Kitzingen

## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

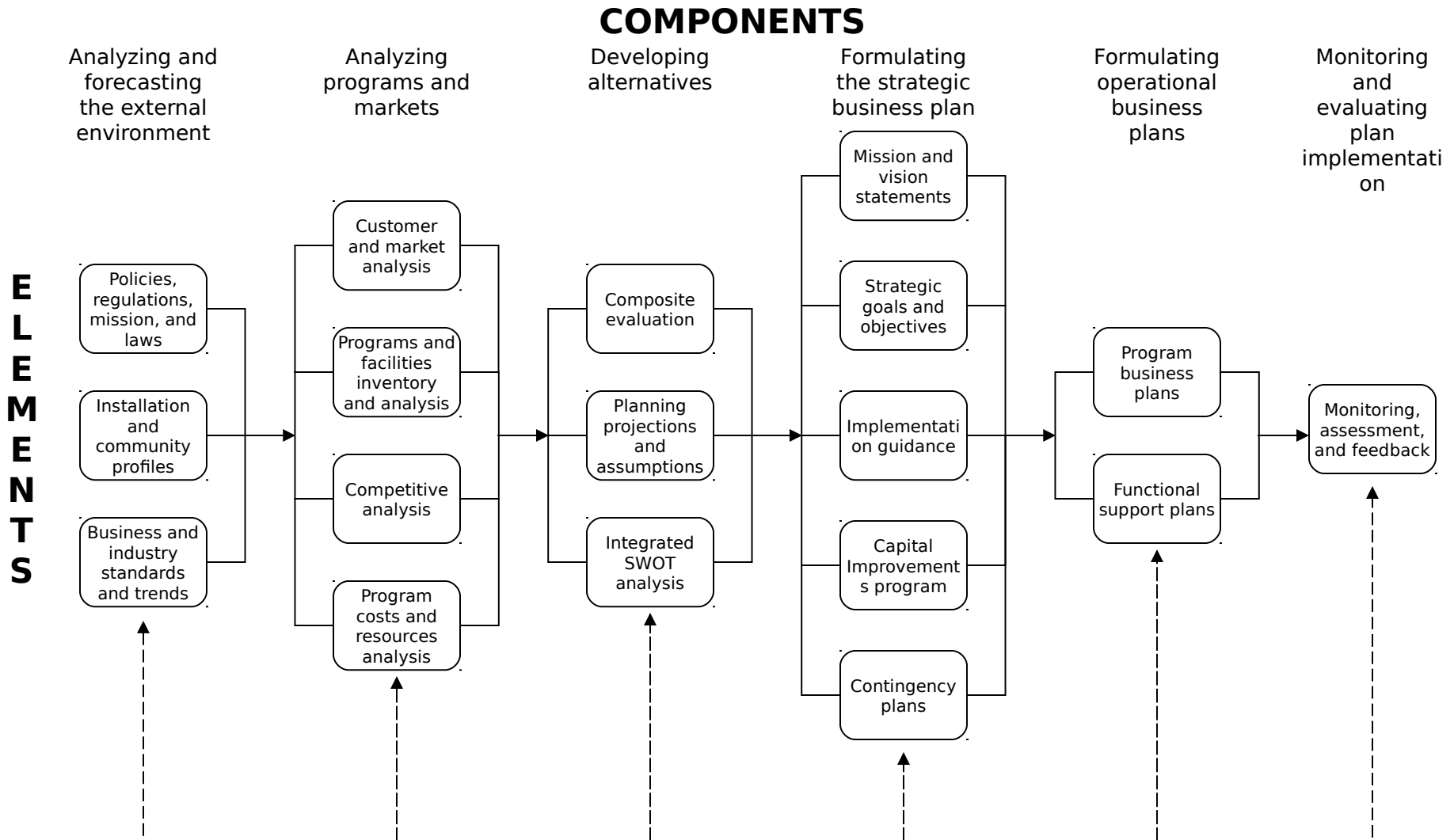
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

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## ▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 2,138 surveys were distributed at 417<sup>th</sup> BSB - Kitzingen



## ▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
417 <sup>th</sup> BSB - Kitzingen:					
Active Duty	6,854	1,216	62	5.10%	±12.39%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	977	922	23	2.49%	±20.19%
Retirees	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>7,831</b>	<b>2,138</b>	<b>85</b>	<b>3.98%</b>	<b>±10.57%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

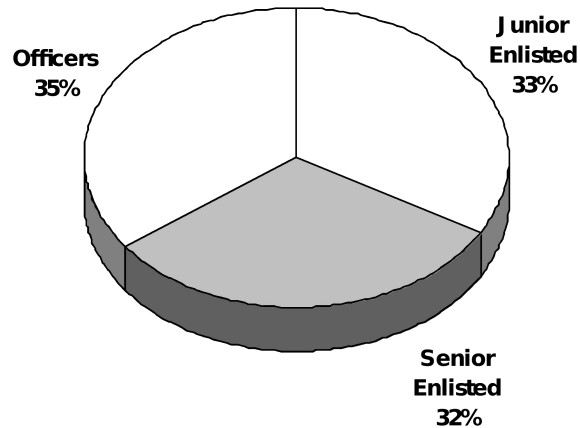
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

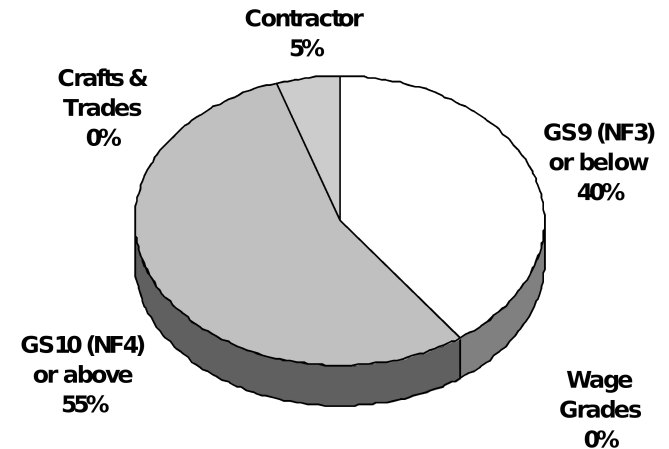
### ACTIVE DUTY

(n = 60)



### CIVILIANS

(n = 20)



\* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT 417<sup>th</sup> BSB - KITZINGEN

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## **MOST FREQUENTLY USED FACILITIES**

Fitness Center/Gymnasium	85%
Library	58%
Athletic Fields	44%
Automotive Skills	40%
Car Wash	36%

## **LEAST FREQUENTLY USED FACILITIES**

School Age Services	11%
Recreation/Community Activity Ctr.	11%
Golf Course Pro Shop	12%
Youth Center	12%
Arts & Crafts Center	12%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT 417<sup>th</sup> BSB - KITZINGEN\*

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## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Golf Course Food & Beverage	4.35
Library	4.31
Child Development Center	4.30
Youth Center	4.20
School Age Services	4.15

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Car Wash	3.46
Arts & Crafts Center	3.54
Army Lodging	3.58
Multipurpose Sports/Tennis Courts	3.65
Golf Course Pro Shop	3.73

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT 417<sup>th</sup> BSB - KITZINGEN\*

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## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Library	4.17
Golf Course Food & Beverage	4.06
Golf Course Pro Shop	3.92
Fitness Center/Gymnasium	3.91
Child Development Center	3.86

## FACILITIES WITH LOWEST QUALITY RATINGS\*

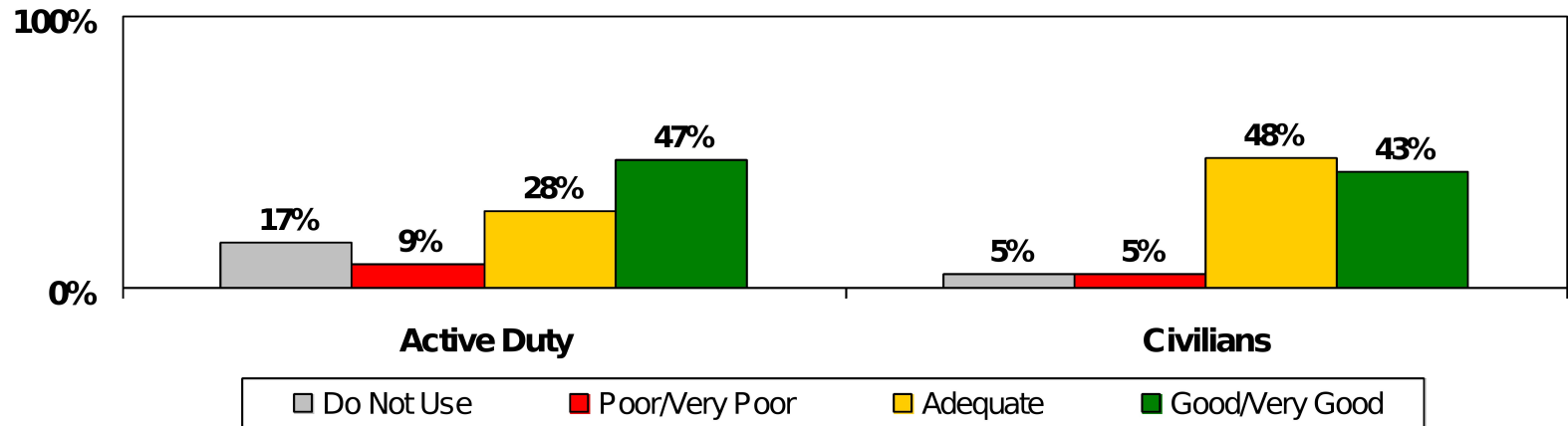
Multipurpose Sports/Tennis Courts	3.40
Car Wash	3.51
School Age Services	3.51
Post Picnic Area	3.58
Youth Center	3.62

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

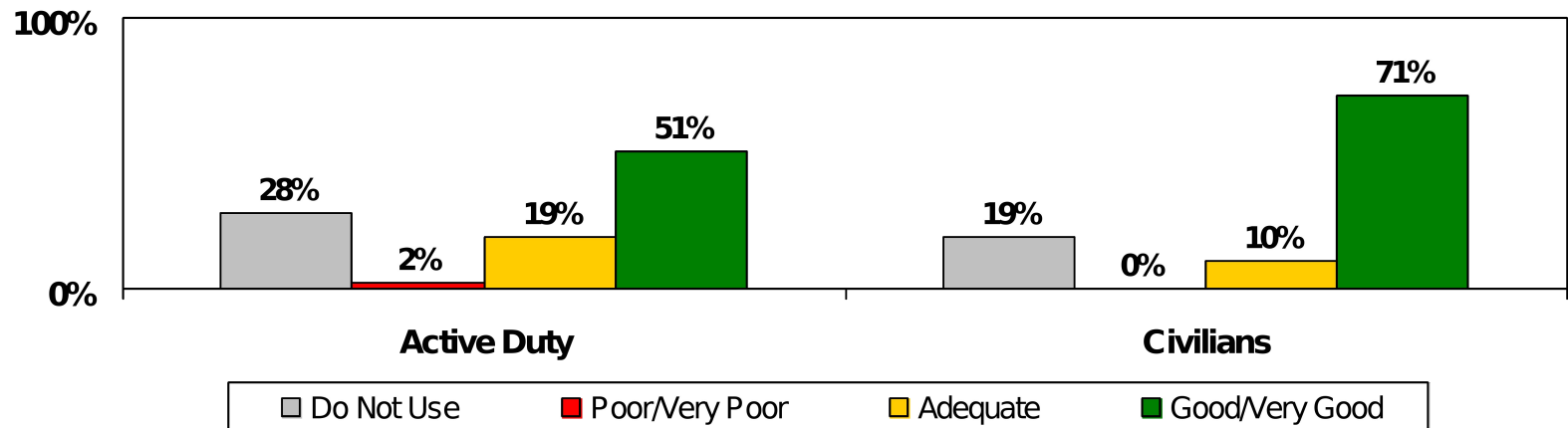
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



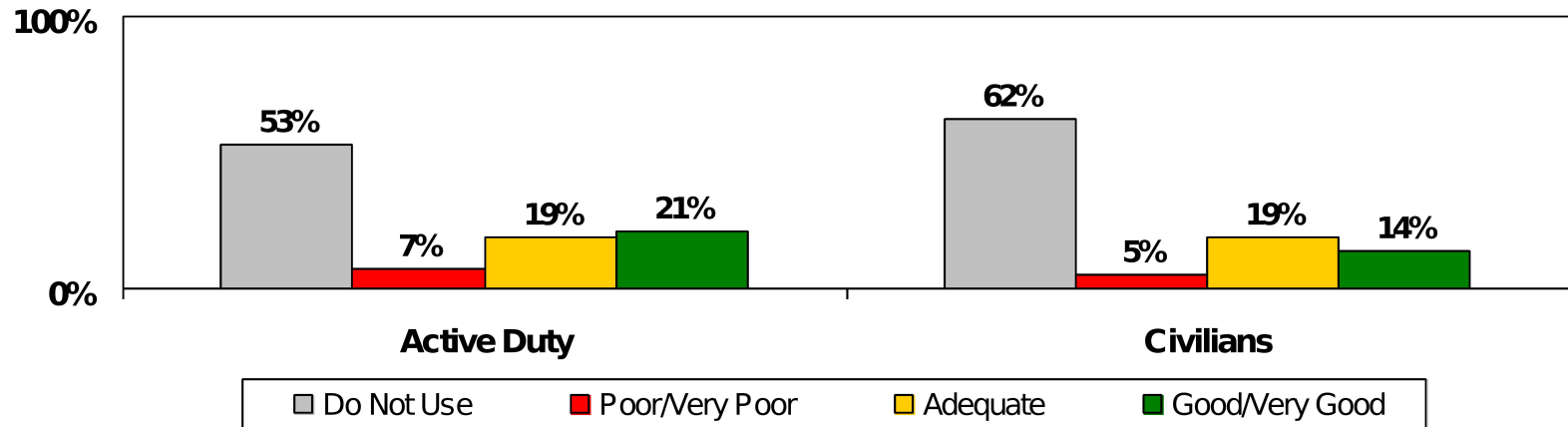
## Quality of Off-Post Services



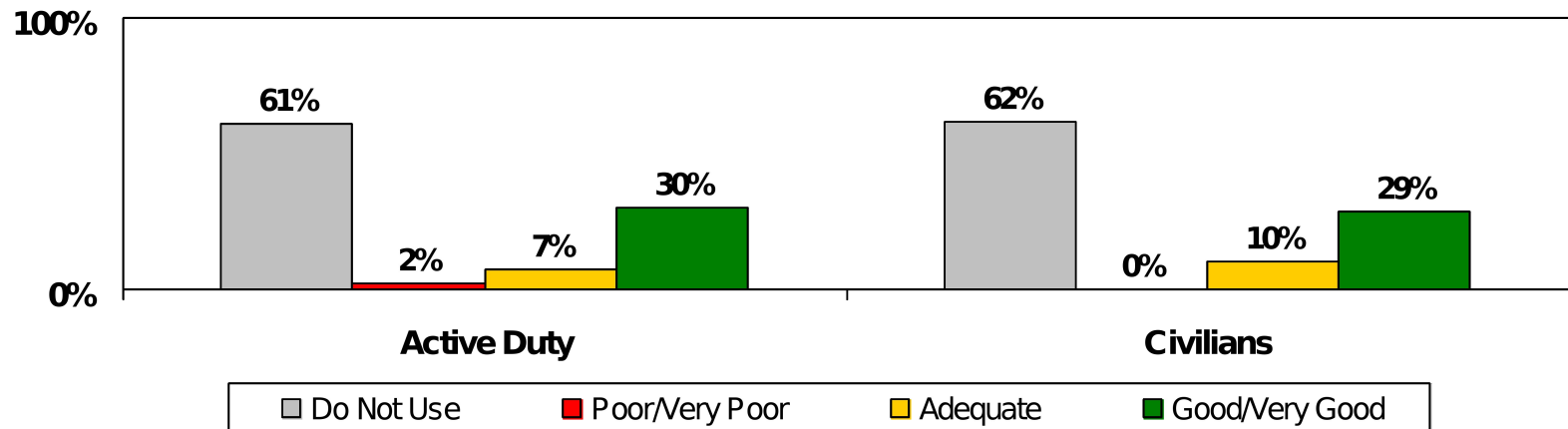
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



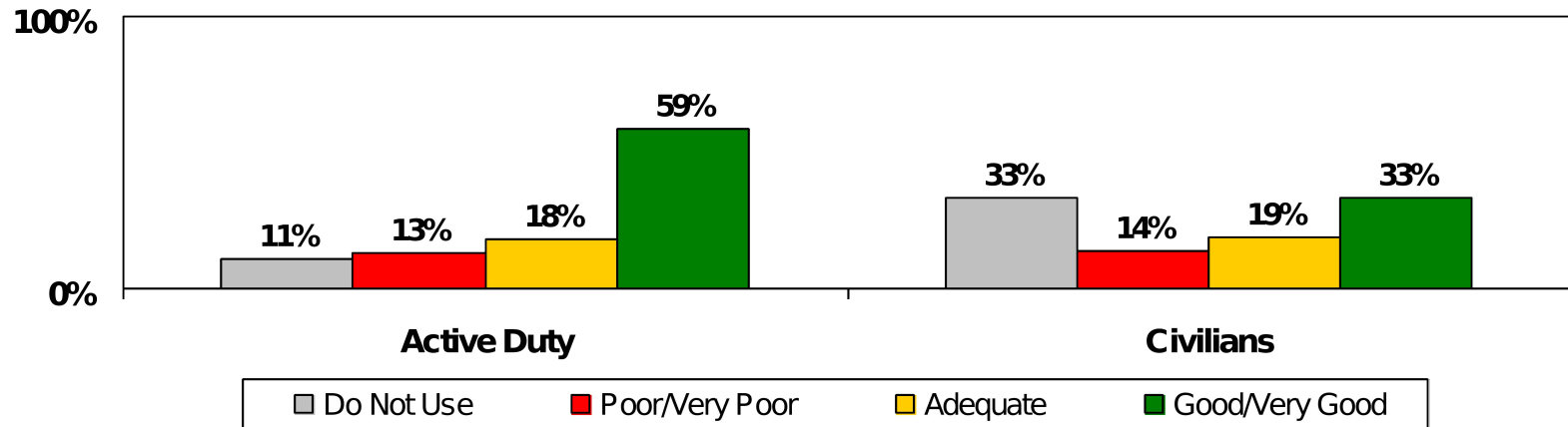
## Quality of Off-Post Services



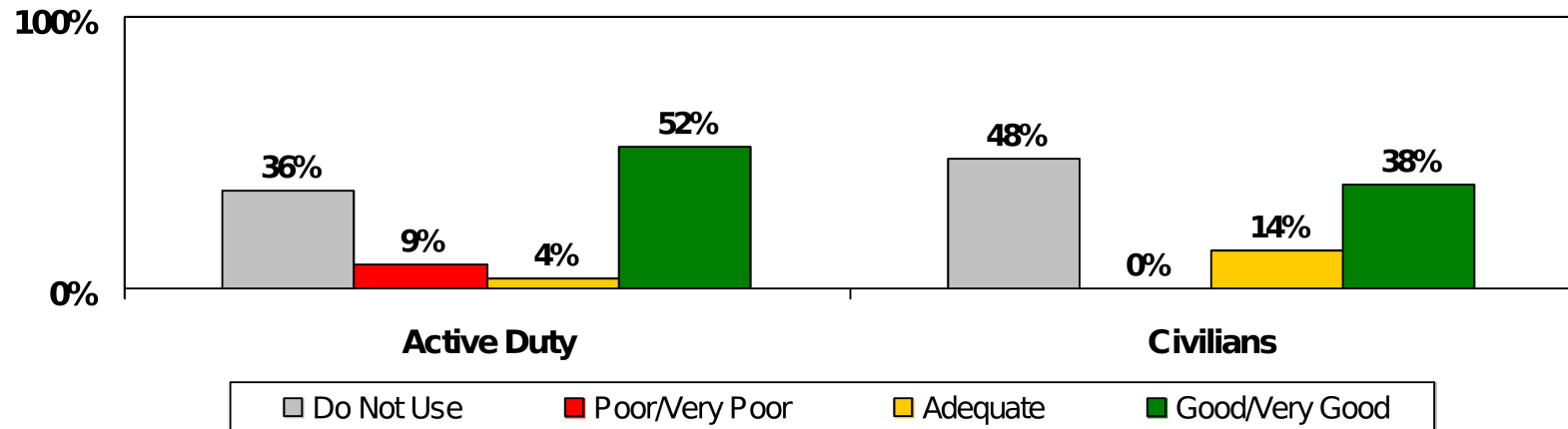
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

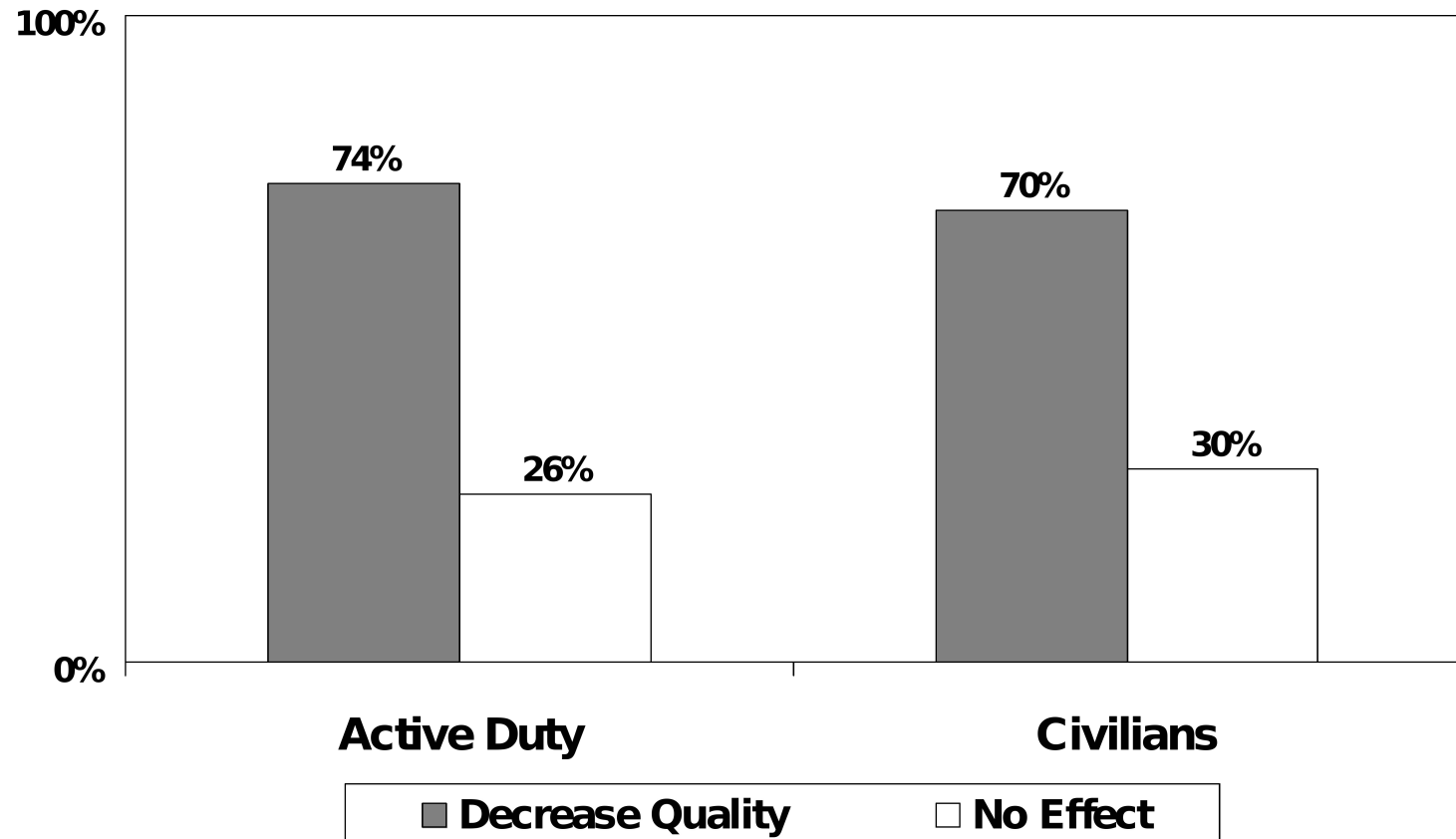


## Quality of Off-Post Services



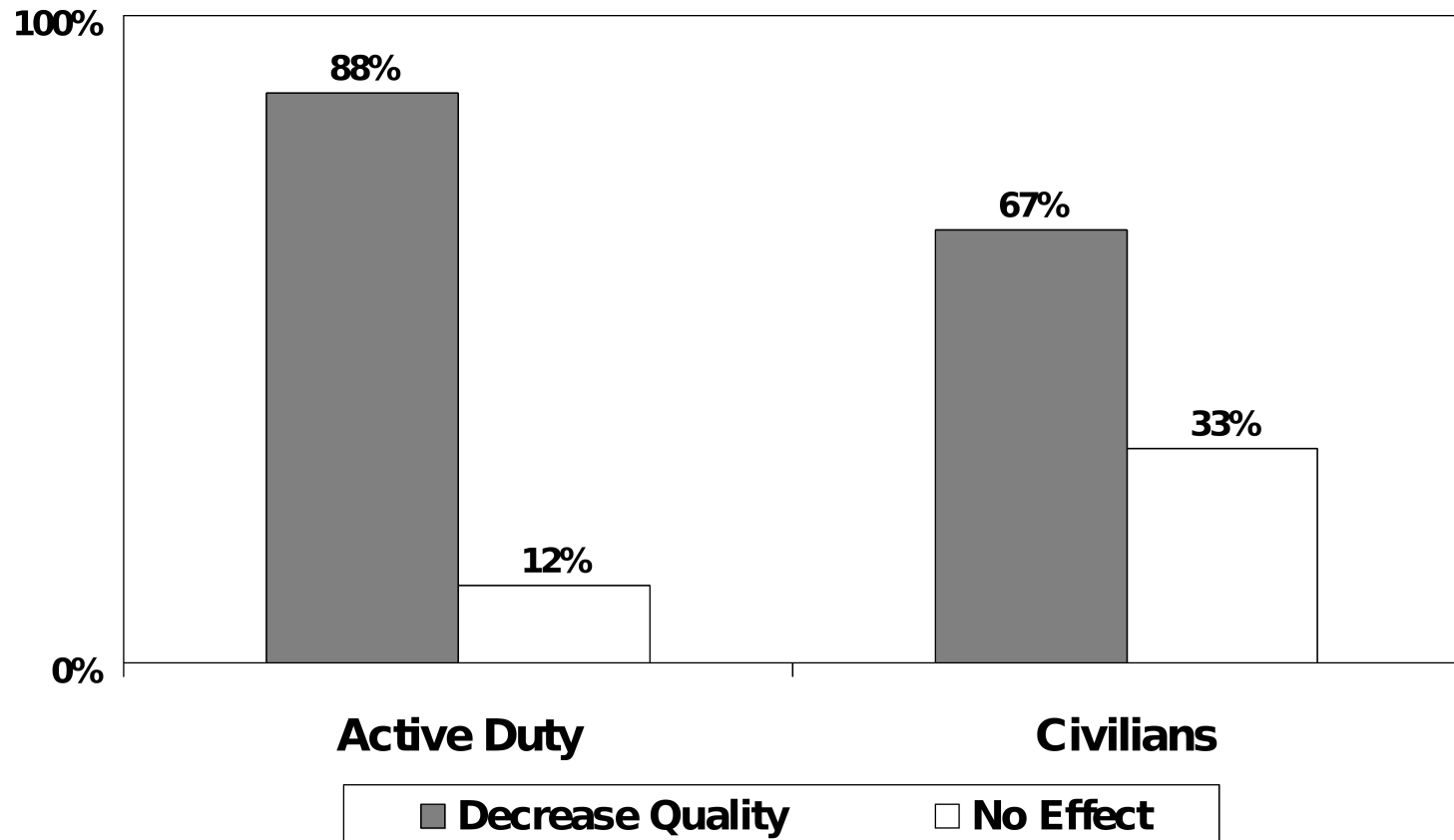
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	82%
Library	70%
Army Lodging	54%
Athletic Fields	49%
Automotive Skills	43%
Bowling Center	40%
BOSS	39%

RV Park	71%
Arts & Crafts Center	65%
Golf Course	55%
Cabins & Campgrounds	52%
Golf Course Pro Shop	49%
Bowling Pro Shop	48%
Golf Course Food & Beverage	46%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	19%	20%	19%
E-mail	19%	20%	19%
Friends and neighbors	<b>59%</b>	<b>55%</b>	<b>58%</b>
Family Readiness Groups (FRGs)	19%	0%	17%
Bulletin boards on post	<b>74%</b>	<b>55%</b>	<b>72%</b>
Post newspaper	48%	<b>60%</b>	50%
MWR publications	43%	50%	44%
Radio	40%	<b>65%</b>	43%
Television	<b>59%</b>	35%	<b>56%</b>
My child(ren) let(s) me know	5%	5%	5%
Other unit members or co-workers	34%	40%	35%
Unit or post commander or supervisor	17%	0%	15%
Marquees/billboards	34%	45%	36%
Flyers	52%	50%	52%
Other	12%	5%	11%
I never hear anything	0%	0%	0%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	88%
Better Opportunities for Single Soldiers	50%
Army Community Service	46%
MWR Programs and Services	66%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	76%	24%
Outreach programs	37%	50%	50%
Family Readiness Groups	67%	65%	35%
Relocation Readiness Program	55%	75%	25%
Family Advocacy Program	58%	67%	33%
Crisis intervention	45%	80%	20%
Money management classes, budgeting assistance	58%	71%	29%
Financial counseling, including tax assistance	60%	79%	21%
Consumer information	40%	78%	22%
Employment Readiness Program	47%	79%	21%
Foster child care	32%	56%	44%
Exceptional Family Member Program	57%	50%	50%
Army Family Team Building	52%	58%	42%
Army Family Action Plan	42%	56%	44%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	31%
Personal job performance/readiness	37%
Unit cohesion and teamwork	35%
Unit readiness	43%
Relationship with my spouse	33%
Relationship with my children	30%
My family's adjustment to Army life	35%
Family preparedness for deployments	45%
Ability to manage my finances	42%
Feeling that I am part of the military community	47%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	88%
Helps minimize lost duty/work time due to lack of child care/youth services	88%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	75%
Allows me to work outside my home	60%
Allows me to work at home	25%
Offers me an employment opportunity within the CYS program	67%
Allows me/my spouse to better concentrate on my/our job(s)	86%
Provides positive growth and development opportunities for my children	75%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	47%
Personal job performance/readiness	47%
Unit cohesion and teamwork	42%
Unit readiness	39%
Ability to manage my finances	44%
Feeling that I am part of the military community	47%
Relationship with my children (single parents)	38%
My family's adjustment to Army life (single parents)	29%
Family preparedness for deployments (single parents)	29%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Internet access (library)	54%
Entertaining guests at home	45%
Internet access/applications (home)	41%
Going to movie theaters	39%
Reading	39%
Happy hour/social hour	38%
Festivals/events	35%
Automotive maintenance & repair	35%
Multi-media (videos, DVDs, CDs)	34%
Bowling	34%

## Top 5 for Active Duty

Internet access (library)	56%
Entertaining guests at home	42%
Happy hour/social hour	41%
Going to movie theaters	40%
Internet access/applications (home)	39%

## Top 5 for Civilians

Card/table games	100%
Entertaining guests at home	71%
Reading	63%
Internet access/applications (home)	63%
Internet access (library)	42%



# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Softball	30%
Basketball	26%
Volleyball	18%
Touch/flag football	18%
Soccer	13%

## Outdoor Recreation

Bicycle riding/mountain biking	23%
Picnicking	19%
Volksmarching	19%
Camping/hiking/backpacking	17%
Snow skiing/snowboarding	16%

## Social

Entertaining guests at home	45%
Happy hour/social hour	38%
Night clubs/lounges	32%
Special family events	25%
Dancing	17%

## Sports and Fitness

Bowling	34%
Running/jogging	31%
Walking	26%
Weight/strength training	18%
Cardiovascular equipment	18%

## Entertainment

Going to movie theaters	39%
Festivals/events	35%
Watching TV, videotapes, and DVDs	33%
Live entertainment	31%
Attending sports events	15%

## Special Interests

Internet access/applications (home)	41%
Automotive maintenance & repair	35%
Automotive detailing/washing	27%
Computer games	25%
Digital photography	17%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	54%	N/A	54%
Reading	39%	N/A	39%
Multi-media (videos, DVDs, CDs)	34%	N/A	34%
Going to movie theaters	33%	6%	39%
Bowling	31%	3%	34%
Automotive maintenance & repair	30%	2%	35%
Softball	27%	3%	30%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

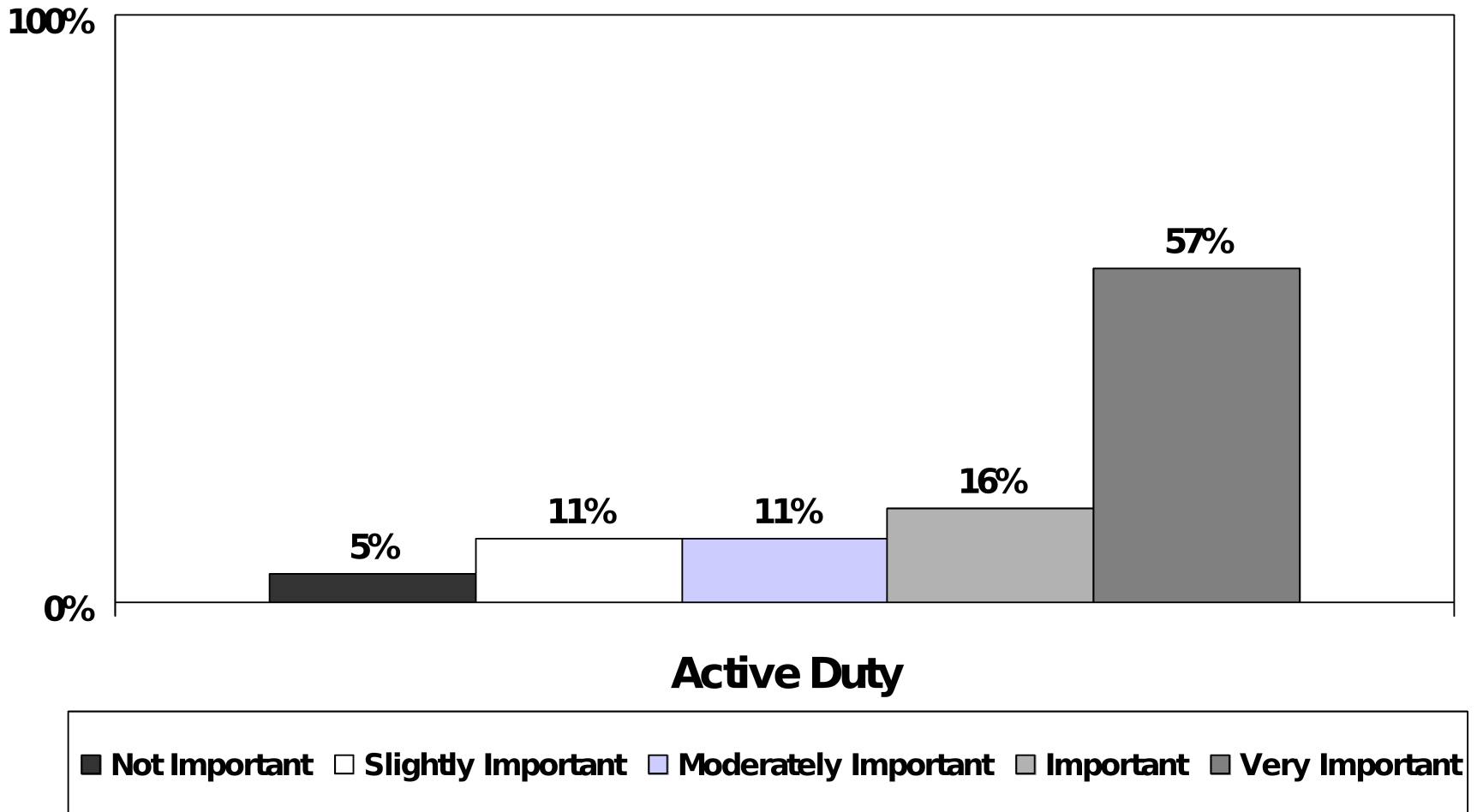
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	2%	29%	41%
Automotive maintenance & repair	30%	2%	3%	35%
Automotive detailing/washing	15%	8%	5%	27%
Computer games	3%	2%	20%	25%
Digital photography	2%	5%	10%	17%
Gardening	2%	1%	8%	10%
Trips/touring	1%	9%	0%	10%

\*Top 7 special interest activity preferences ranked by overall participation.

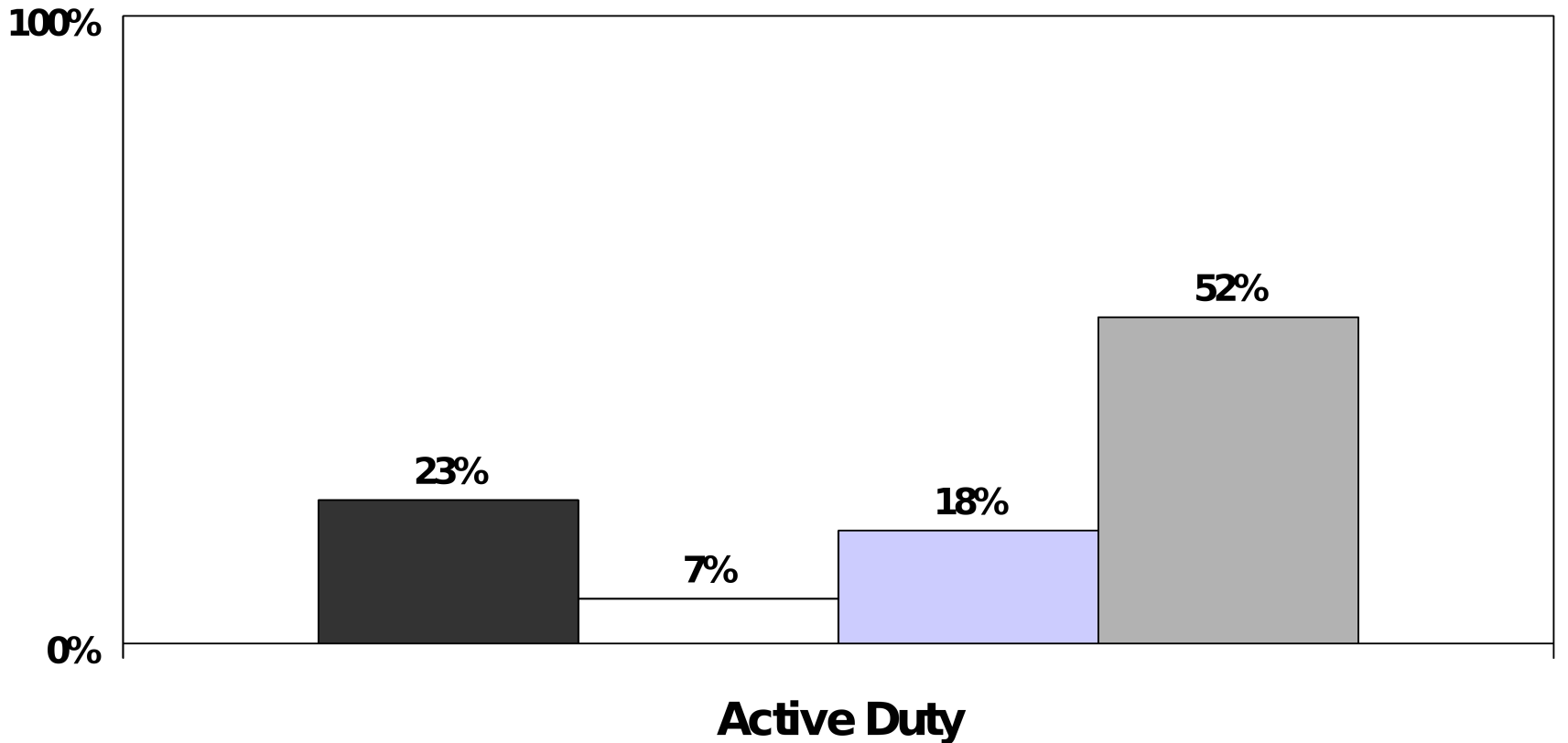
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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■ Did Not Use    □ Less Than Once Per Month    ■ 1-3 Times Per Month    ■ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	13%
Probably will not make military a career	15%
Undecided	16%
Probably will make military a career	25%
Definitely will make military a career	31%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)